



## ABOUT US

The California State Coastal Conservancy is a state agency established in 1976 to complement the coastal zone regulatory agencies by working to permanently protect coastal resources and improve public access.

Our vision is of a beautiful, restored, and accessible coast for current and future generations of Californians. We act with others to protect and restore, and increase public access to, California's coast, ocean, coastal watersheds, and the San Francisco Bay Area.

## HOW WE WORK

The Conservancy is a problem-solving agency, emphasizing accomplishment. In order to complete successful projects, the Conservancy has led many regional and local planning efforts to engage local communities and other stakeholders in finding solutions to multi-faceted coastal resource challenges.

## THE IMPORTANCE OF OUR WORK

California is blessed with one of the most beautiful coastlines in the world. The coast is an environmental, recreational, and economic asset for our state, attracting tourists and enriching our quality of life.

The people of California have long recognized the value of our coast and have consistently supported stewardship of its resources. In a 2017 poll, 89% of Californians agreed that the California coast, including beaches and the ocean, are personally important to them.

# Accomplishments

Over the past four decades, the voters of California have entrusted the Conservancy with \$1.3 billion in funds to protect coastal resources and improve public access to the coast. These funds have allowed the Conservancy and its partners to implement 2,400 projects, protecting more than 390,000 acres of coastal lands, opening 200 new coastal accessways, building more than 210 miles of trails, and enhancing more than 33,000 acres of coastal habitat. Since 2000, 29% of the Conservancy's grant funding has been spent on projects within disadvantaged communities.

### CONNECTING PEOPLE TO THE COAST:

We work to ensure all Californians are able to access the coast. Two of our major access projects are our Explore the Coast grant program which provides unique coastal experiences to underserved populations, and our progress towards completing the California Coastal Trail.

**BUILDING REGIONAL TRAILS:** The Coastal Conservancy is a key partner on several regional trails, including the San Francisco Bay Trail, the Bay Area Ridge Trail, and the Santa Ana River Trail.

**RESTORING COASTAL WETLANDS AND WATERSHEDS:** We are involved with the largest and the most critical wetland restorations on the West Coast, including:

- The Humboldt Bay and Eel River Delta Restoration
- Hamilton and Bel Marin Keys Wetlands Restoration in Marin County
- South San Francisco Bay Salt Pond Restoration
- Carmel River Restoration and San Clemente Dam Removal
- Upper Devereux Slough Restoration in Santa Barbara County
- Malibu Lagoon Restoration

### PROTECTING IMPORTANT COASTAL

**RESOURCE LANDS:** We have helped to protect thousands of acres of land of great cultural, ecological, and historical significance.

**CLIMATE READY:** Many of our projects focus on increasing resilience to climate change. Innovative techniques using nature-based adaptations and the best available science enable us to support projects and planning to protect infrastructure, agricultural lands and communities from rising seas and storms.

### LEADING MULTI-AGENCY PARTNERSHIPS:

One of the Conservancy's greatest strengths is its ability to foster collaboration between groups working towards a common cause. We have played a leading role in many partnerships throughout the state to advance conservation goals.

*“Now more than ever, Californians must work to protect our natural resources, including our iconic coastline. The Coastal Conservancy has been a steadfast defender of the California coast for over 40 years, working to expand public access, address climate change and restore coastal resources for all Californians to enjoy. This Strategic Plan lays out a clear roadmap for the Conservancy's important work in the next five years.”*

**JOHN LAIRD**  
SECRETARY FOR NATURAL RESOURCES



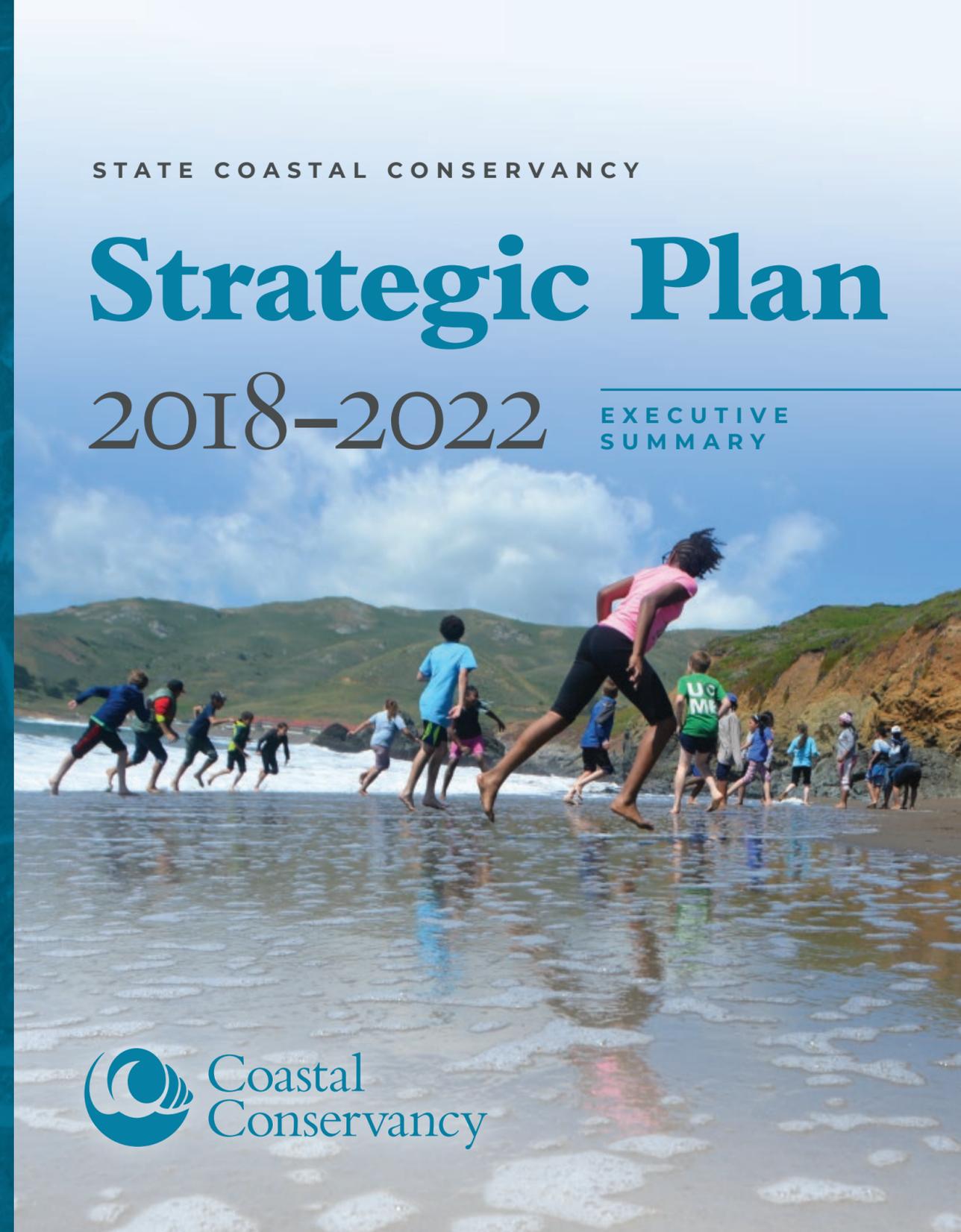
1515 Clay Street, Suite 1000  
Oakland, CA 94612  
(510) 286-1015 • [scc.ca.gov](http://scc.ca.gov)

STATE COASTAL CONSERVANCY

# Strategic Plan

## 2018-2022

EXECUTIVE  
SUMMARY



# The Strategic Plan

Every five years, the Conservancy develops a Strategic Plan that provides an overall vision for our agency and metrics to measure the effectiveness of our work.

**KEY DRIVERS:** There are five key drivers that will frame the Conservancy's work between 2018-2022.

## OPERATIONAL DRIVERS

*State Funding for Operations, Programs, and Projects:* The agency has made significant progress in reducing the support budget and bringing in outside funds for staff via grants to stabilize and diversify funding for operation. We continue to work towards sustainable baseline funding.

*Overlapping State Grant Programs:* Since the last Strategic Plan, several other state agencies have started grant programs that directly overlap with the Conservancy's programs, increasing the need for on-going, sustained coordination among the state agencies.

*Future of Federal Funding for Conservation:* The change of administration at the federal level in 2017 may reduce the role of federal agencies in conservation during the time period for this plan. The State of California and local agencies and nonprofits will need to step up efforts to protect and restore the California coast and prepare for climate change impacts.

## GLOBAL DRIVERS

*Sea Level Rise and Climate Change:* Every type of project that the Conservancy supports will need to consider the impacts of a changing climate. The Conservancy is focused on climate resilience projects that help to protect natural resources and public access into the future; that use natural infrastructure as an adaptation strategy; and that demonstrate, through pilot projects, techniques that can be used by other entities up and down the coast.

*Environmental Equity and Justice:* Underserved populations in California disproportionately confront barriers to health and wellbeing and face increased vulnerability to environmental issues. Our work to restore habitats and watersheds, provide public access and recreational opportunities, and increase resilience to climate change should promote environmental equity and justice.



# Strategic Plan Goals

Between 2018-2022, our staff resources & project funding will be dedicated to achieving these goals:



## EXPLORE THE COAST

- Develop the California Coastal Trail as a major recreational amenity, tourist attraction, and alternative transportation system.
- Expand the system of coastal public accessways, open-space areas, parks, and inland trails that connect to the coast.
- Revitalize coastal and inland waterfronts that provide significant public benefits and promote sustainable economic development, and support the development of low cost overnight accommodation.
- Expand environmental education efforts to improve public understanding, use, and stewardship of coastal resources.



## SANTA ANA RIVER

- Improve public access, recreation, and educational facilities and programs within the Santa Ana River Parkway.
- Protect and enhance natural habitats and connecting corridors, watersheds, scenic areas, and other open-space resources of regional importance in the Santa Ana River watershed.



## PROTECT & RESTORE THE COAST

- Protect significant coastal resource properties, including farmland, rangeland, and forests.
- Enhance biological diversity, improve water quality, habitat, and other natural resources within coastal watersheds.
- Enhance coastal working lands, including farmland, rangeland, and forests.



## SAN FRANCISCO BAY AREA

- Identify and prioritize long-term resource and recreational goals for the San Francisco Bay Area.
- Protect and enhance natural habitats and connecting corridors, watersheds, scenic areas, and other open-space resources of regional importance in the Bay Area.
- Improve public access, recreation, and educational facilities and programs in and around San Francisco Bay, along the coast, the ridgelines, in urban open spaces, and natural areas.
- Protect Bay Area working lands and support farmers and ranchers in implementing stewardship of the natural resources on their lands.



## CLIMATE READY

- Enhance the resiliency of coastal communities and ecosystems to the impacts of climate change.



## OVERARCHING GOALS

- Provide leadership, partnership, and assistance to organizations engaged in conservation and public access within the Conservancy's jurisdiction.
- Ensure that the work of the Conservancy promotes environmental equity and justice.
- Implement a sustainable funding strategy for the Conservancy's projects and programs.
- Organize the Conservancy's structure to align staff resources with the Conservancy's sources of funding and Strategic Plan objectives.
- Ensure full transparency and accountability, including external communications about the Conservancy's purposes, actions, and accomplishments.

The 2018-2022 Coastal Conservancy Strategic Plan is available at <http://scc.ca.gov/plan>

**PHOTO CREDITS:** cover: Annie Burke, left: Golden Gate National Parks Conservancy, above top: Mike Baird, above middle: Gregory Slobirdr Smith, above bottom: Dave Rauenbuehler, right top: Michael Lock, right middle: Golden Gate National Parks Conservancy, right bottom: Ben Botkin